



Celebrating 25 Years of the Jewish Healthcare Foundation

Weinberg Village & the Jewish Association on Aging



The Jewish Association on Aging offers a continuum of senior care services, consistent with Jewish values and tradition.

In the early 1990s, the Jewish community of Pittsburgh embarked on the Renaissance Campaign to address the physical, growth, and modernization needs of the community's institutions. One institution requiring significant attention was the Jewish Home for the Aged (Riverview Home for Jewish Seniors). Dating back over a century, the facilities and operation had not kept pace with the changing needs of those requiring skilled nursing services. In fact, remedial action was required to bring the facilities in line with existing regulation and code. At the same time, the community had to respond to a growing market demand for non-institutional long-term care options.

To address these very significant needs, the community would need to borrow money for what would become the Jewish Association on Aging (JAA). Without security, however, commercial lenders wouldn't step forward. So, in 1995, the Jewish Healthcare Foundation (JHF) was approached by the United Jewish Federation of Greater Pittsburgh (UJF) to participate in the Renaissance Campaign by underwriting the costs for

the needed renovations.

With its enduring commitment to both seniors and the Jewish community, the JHF board approved an initial investment of \$15 million to underwrite bonds for the renovation, construction and, ultimately, creation of a continuum of care for the aged of Pittsburgh's Jewish community. The initial investment grew to \$35 million, which JHF is financing over 20 years, equating to approximately \$2 million annually. In addition, over one half of the Foundation's \$900,000 annual contribution to the Jewish Federation of Greater Pittsburgh (formerly UJF) is directed towards programs and services for seniors.

Today's JAA offers a variety of home and community-based services, like Kosher Meals on Wheels (Mollie's Meals), Anathan Club Adult Day Services, Sivitz Hospice and JAA Home Health Services. Assisted living is offered at Weinberg Terrace, and the Charles M. Morris Nursing and Rehabilitation Center at Weinberg Village helps those needing a supportive living environment or outpatient rehabilitation services. But JHF's commitment to building and sustaining

a high-quality continuum of care for seniors goes well beyond the capital investment. JHF continues to work closely with the JAA, providing funding for its support of the home-and community-based services provided through AgeWell Pittsburgh (a collaboration of JAA, the Jewish Community Center, and Jewish Family & Children's Service).

JHF also offers quality improvement training through its Perfecting Patient CareSM (PPC) University and I-WISE curriculum (Incumbent Worker Investment and Skills Enhancement). I-WISE, now offered through the Three Rivers Workforce Investment Board (TRWIB), teaches communication, conflict management, teamwork, and other skills to frontline and managerial staff.



(L-R): Howard Rieger, then-president of the United Jewish Federation of Greater Pittsburgh; JHF President and CEO Karen Wolk Feinstein, PhD; and Richard Lamden, then-president of the JAA at the ground-breaking of the Charles M. Morris Nursing and Rehabilitation Center.

In addition, JAA staff participated in JHF's Long-Term Care Champions Fellowship—an 18-month training program to equip frontline workers with the

tools and skills they need to help residents avoid unnecessary hospital admissions. JHF also convened one of its *Closure* series on changing expectations at end-of-life at Weinberg Terrace, and continues to provide technical assistance as the JAA implements electronic health records.

“The JAA was the best thing JHF ever funded. We are a community of senior citizens and we really owed high-quality care to them. That's exactly what the JAA offers.”

- Dick Simon, JHF Life Trustee

JHF's work on behalf of seniors remains a top priority as we explore new models of aging well in the community, investigate opportunities to utilize rapidly advancing technology, and implement effective care transitions programs. As the JAA continues to develop high-quality and essential services for the Jewish community's seniors, we look forward to our ongoing partnership.

Over the next year, this monthly series, marking JHF's 25th anniversary, gives us a chance to remember, take stock, express gratitude, and celebrate successes.

Learn more about JHF's journey to better health and health care by ordering our 25th Anniversary ROOTS magazine (contact Carla Barricella at: barricella@jhf.org).

Next Month: Key Jewish Community Initiatives